

# Challenges and Policy Recommendation for Enhancing the Right to be Forgotten on Social Media: An Analytical Approach

Junaid Malik\*

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## ABSTRACT:

*The idea of the right to be forgotten has received a lot of attention lately, especially in relation to data protection and online privacy. It basically refers to a person's right to ask for their material or personally identifiable information to be taken down from the internet, particularly social networking sites. The difficulties in implementing this right especially in reference to social media, have been discussed in this article, since it has proven to be a difficult undertaking. The General Data Protection Regulation (GDPR), which went into force in May 2018, is the legal foundation for the right to be forgotten in the European Union. According to Article 17 of the GDPR, people have the right to ask for the erasure of their personal data in specific situations, such as when it is no longer required for the intended purpose or when they withdraw their permission. Subsequently, other nations have adopted such legislation in states including California, Argentina, and India. But these laws haven't always been applied consistently, and social media companies have had trouble adhering to the many rules.*

## INTRODUCTION:

A key component of contemporary privacy regulations is the Right to be Forgotten (RTBF), especially in light of the General Data Protection Regulation (GDPR) in the European Union.<sup>1</sup> People can use this right to ask for the removal of their personal information from social networking sites and other internet platforms.<sup>2</sup> Enforcing the RTBF on social media, however, comes with a number of difficult difficulties. Examining this issue from the perspectives of law, technology, ethics, and society is paramount need

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1 What is the new EU data protection law, or GDPR? Chief of GDPR EU, Ben Wolford (2020).

2 <http://gdpr.eu/whatis-gdp> (Last visited on 03-07-2024)

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*Research Scholar, Department of Law, Aligarh Muslim University, Aligarh.*